7 Benefits of a Progress OpenEdge Partnership

EBOOK

In the dynamic world of technology and software, the landscape is constantly evolving, and businesses must seek ways to stay competitive and meet their customers' needs. An Integrated Software Vendor (ISV) partnership with Progress® OpenEdge® provides numerous benefits and opportunities for both the partner and the end users.

In this ebook, we explore the benefits of partnering with OpenEdge, a high-impact, mission-critical application development platform. Discover how OpenEdge ISV partnerships can enhance the value of your application for your customers' continued success.

1. Create Reliable Revenue Through Stable Performance

Embedding OpenEdge into a mission-critical business application can help drive reliable revenue for software companies. For over 40 years, OpenEdge has been a pillar of strength, helping companies bring their enterprise applications to life. With steady innovation to our application development platform and database, partners know to expect reliable and time-tested technology that is ready for the future. By collaborating with a technology leader, you maintain your application's uptime—enabling you to improve your bottom line and enhance your organization's economic viability.

2. Meet Customer Demands by Influencing the Roadmap

Today's customers demand reliable and agile service providers that can quickly and effectively provide tailored solutions. We listen when our partners tell us what their customers need. OpenEdge partners have access to the:

- Progress Community: Connects users to knowledge base articles, product downloads, user forums and product documentation.
- OpenEdge Customer Validation Program (CVP): Enables users to try new features before they are released, influence the product roadmap and confirm alignment of offerings to market needs.

This collaborative approach helps keep your solutions current and addresses evolving customer requirements. Your input is not only welcomed but encouraged, allowing you to shape the development of products in a way that benefits your business and your customers.

3. Help Customers Fulfill Their Goals with MDF

One of the primary objectives of an ISV is to help your customers achieve their goals. Whether it's improving efficiency, reducing costs or enhancing customer experiences, OpenEdge's solutions can be tailored to meet specific customer objectives. Additionally, you can request marketing development fund (MDF) support to help you stretch your marketing budget further and reach a wider audience. Growing relationships with your customers through targeted events, webinars and marketing content allows you to meet and even anticipate customer requests, ultimately boosting your company's profitability.

4. Drive Innovation with Application Modernization

In a fast-paced market, customers prefer quick access to resources and solutions that enhance their business operations. The pursuit of innovation is a common theme, but standing out in a crowded marketplace is the real challenge. OpenEdge's ISV partnership offers you a unique opportunity to differentiate yourself from competitors by providing application modernization frameworks that are proven to efficiently revitalize your OpenEdge application with new capabilities and deployment options. Stay ahead of market demands by letting our team help you leverage your OpenEdge application to better meet today's requirements for extensibility, scalability, security, performance and agility.

5. Develop Relationships with Product Account Managers

In OpenEdge ISV partnerships, you gain the support of a dedicated Partner Account Manager (PAM). These professionals are there to facilitate communication, provide guidance and help your partnership run smoothly. They will keep you informed of the latest product releases, updates and enhancements. PAMs also secure your invitations to exclusive OpenEdge events and webinars. Establishing a strong relationship with your PAM helps you navigate your partnership effectively, resolve issues and seize opportunities for growth and improvement.

6. Use Development Kit Seats for Free

As an ISV partner, you may have access to free OpenEdge Developers Kit (OEDK) seats. These entitlements allow you full access to testing environments and tools without additional costs, enabling you to experiment, develop and deliver solutions more efficiently. Your PAM will assist in obtaining your access to Basic, Corporate or Premier seats.

7. Access Enablement, Training and Certification

To fully leverage your partnership with OpenEdge, you have access to enablement and training programs as well as OpenEdge certifications. These resources empower your team with the skills and knowledge needed to be proficient in OpenEdge application development. Staying up to date with training and certification helps you make the most of the tools and resources at your disposal.

ISV partnerships with Progress OpenEdge offer benefits that empower integrated software vendors to thrive in a dynamic and competitive market. From reliable revenue and customer-centric solutions to innovation and strengthened relationships, these partnerships are more than just collaborations—they're catalysts for growth and success. We strive to position our OpenEdge partners for long-term prosperity and innovation. This empowers you to stay at the forefront of your industry and keep meeting the ever-evolving demands of your customers.

Explore the possibilities of partnering with Progress OpenEdge, and unlock the potential for a brighter, more profitable future.

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